Outreach Specialist:  
Email:  
Phone:

# Individualized Outreach Plan for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Get to better know your community

**Look at current demographics:**Who lives in your community? What are their preferred methods of communication- text, print, web-based? What are the languages they speak?Which community organizations and services do they utilize regularly?

## Build relationships throughout your community

* Leverage accessible/current resources to solidify your focus
* **Build your team wisely:** Hire staff that know your neighborhood and/or speak the languages represented by your target population
* **Host Outreach events:** Such as open houses, information sessions and tours. Also consider tabling at other organization’s relevant familial events
* **Effectively promote your events:** Market events in nearby high-traffic areas with young children
* **Choose relevant organizations** **with whom to collaborate**: other schools, social service agencies (such as WIC, YMCA, ACS, HRA, NYCHA), food pantries, NYPD, FDNY, shelters, recreational centers, and libraries.
* **Use your current families as a resources:** Ask your current families to connect you with their affiliated organizations
* **Invite influential community members to your events:** Such as local school representatives and community leaders
* **Enhance your network:** By identifying and collaborating with organizations and businesses that work with families

## Establish your brand in your community

* Create/reinvent your program mission:
  + Communicate what services your program provides
  + Identify what makes your program unique,
  + List your goals and objectives
* Increase your visibility:
  + Utilize social media avenues: Create program website, Facebook page, Twitter and/or Instagram
  + Create an account on a review site (such as Yelp or Google) and encourage parents to write reviews of your program
  + Use appropriate languages on your materials reflective of the community
  + Advertise in your local newspaper and on community blogs
* Identify and distribute introductory materials to some or all of the following local community organizations:
  + Community Board
  + Churches/Faith Leaders
  + Food Pantries, Laundromats, Supermarkets, Beauty and Nail salons
  + Subway/Bus stops
  + Greenmarkets
  + Annual Events/Street Fairs
  + Parks
  + Libraries
  + Neighborhood Business Associations
  + Local newspapers/Facebook neighborhood groups
  + Elected Officials, Political Groups/Clubs, Civic Associations

## Provide Additional Services to your Families:

Offer families services such as extended hours, summer programming, ESL classes. Ensure these services are listed on your marketing materials.

## Consistently Communicate With Families

* Parents that show interest in your program–
  + Keep families posted on open house dates via phone/email
  + Send information about your program features
  + Remind families to apply
* Parents who register for your program –
  + Keep families posted on open houses and key dates in the upcoming school year
  + Give information on how to prepare for the school year (e.g. school supplies, summer academic activities)
  + Give parents staff contact information

## Next Steps for Your Program

* Schedule regular check-ins with the DOE Outreach Team
* Identify an Outreach Coordinator from your staff and volunteers from your staff
* Identify and conduct specific outreach events
* Create program website and promote on social media
* Join the Outreach Team to connect with eligible families within the upcoming month